REMARKS/ARGUMENTS

Claims 1 to 21 were rejected under 35 U.S.C. §102(e) as being anticipated by Carruthers et al., U.S. Patent No. 7,174,305. Claim 1 has been amended. Claims 2 to 21 have been cancelled without prejudice. New claims 22 to 37 have been added. Support for new claims 22 to 37 is found in the specification, e.g. paragraphs [0006] to [0027] of U.S. Patent Publication No. 2004-0093253.

Reconsideration of the application is respectfully requested.

35 U.S.C. 102(e) Rejections

Claims 1 to 21 were rejected under 35 U.S.C. §102(e) as being anticipated by Carruthers et al., U.S. Patent No. 7,174,305.

Carruthers discloses "a method and system for scheduling targeted content delivery to online users." See Carruthers, col. 1, lines 40 to 41.

Amended claim 1 of the present application recites:

An advertisement delivery/management system for delivering an advertisement according to priority on a viewer-by-viewer basis, comprising:

an advertisement delivery server for delivering an advertisement to a viewer;

advertisement delivery management means for managing said advertisements to be delivered from said advertisement delivery server to said viewer in accordance with a priority; and

an advertisement database for storing advertisement digital data of said advertisement to be delivered from said advertisement delivery server,

wherein said advertisement delivery management means includes:

advertisement verification means for verifying a particularity of said advertisement to be delivered; and

advertisement digital data change/update means for changing or updating said advertisement digital data stored in said advertisement database, and

wherein said advertisement verification means is operable to:

calculate an authorization coefficient for said particularity of said advertisement to be delivered; and

determine, based on said calculated authorization coefficient, whether a delivery of said advertisement to be delivered is authorized by (a) verifying a broadcast authorization information pre-registered for said